



Impact of Online Shopping on Consumer Behavior in Bangalore

Dr. S. Jayalakshmi Priya

Associate professor, Department of Economics, Bangalore University, Bengaluru, India.

Email ID: jayalakshmipriya6@gmail.com

Abstract

Ever since Covid-19 or the global pandemic robbed the peace and health of the world, online and internet usage has come a big way. Consumer behavior is a core concept of economics. It refers to the study of how the consumer behavior in response to the available goods, services and prices in the market. Consumer behavior depends on the demand tastes preferences and the money power of the consumers. The sample size was 300 and sampling technique adopted was simple random. Research gap was to find out if consumer behavior which is dictated by market economics has been positively or negatively impacted by online shopping. The online shopping scene has given rise to delivery apps cloud kitchens cosmetics apps and all and sundry. It has carved out the gig economy from the unorganized sector with door delivery concept online shopping has revolutionized consumer demand invisibly and anonymously. The buyer doesn't know the seller and vice versa. It's a fast moving vibrant but faceless business. Research methodology uses both primary data. As well as secondary data. Findings have shown that teenagers and old people even with modest incomes are the main consumers in online shopping due to goods being cheaper and offering a wider variety. In conclusion the online consumer shopping has become a craze for both young and old despite frequent online frauds.

Keywords: Global pandemic; consumer behavior; online platform; internet; online frauds.

1. Introduction

Online shopping in its early stage was a simple medium for shopping with fewer options the users can just place an order and pay cash on delivery but in the last few years this field has been renewed to a high extent and hence captivated many customers. Today the online shopping has become a trend in India and the reason behind the adoption of this technique lies in the attractive online websites discounted sales user friendly interface bulky online stores with new fashion easy payment methods that is secure pay online via gateways like PayPal net banking credit debit card or cash on delivery no bound on quality and quantity. One can choose the items based on size color price free home delivery etc. only the pros and cons of shopping in Bangalore. So, it saves time and money [1][2]. Online shopping can save your time and money as you can do your shopping by sitting at your home or office without moving outside the specific destination to buy the product and thus the save time and money. Incurred in travelling is saved. Firstly, travel costs are saved

since in the comfort zone we are in the comfort zone and we get the products or at cash on delivery facility secondly they offer often great discounts and offers available while we shop online and this saves some money for us moreover sometimes we get more benefited by adding extra discount or coupon codes we can do it for 24/7 shopping as per our own convenient time we can even buy a mobile phone at 3:00 AM in the morning comparatively shopping and reviews you can compare the features grace of etcetera of the products while shopping you can compare the products and look into the reviews of the buyers and then decide whether to buy or not [3]. There is a wide variety of stores within a few clicks you get wide variety of products available to adjust available at just one click and even you get the options to search the products by size price design and so on no nagging sales guys while online shopping you can do it on your own without any pressure as no one is behind you trying to sell the stuff you don't need there are of course certain

recommendations and all but there is no person talking to your face and giving the irritating sales talk you are free that one can shop in private there are times when privacy really matters for some people for example let's say that someone needs to buy condoms or undergarments many people would be too embarrassed to buy these items in a store where they have to face at least one person who knows what they are buying when you buy these items online awkwardness is minimized there is no one to judge you and no one to watch around as to what and why you are buying it this online shopping is more so is preferred by consumers [4].

2. Review of literature

According to the study by Armstrong and Kotler (2000) Persons shopping choices are influenced by four major psychological factors motivation perception learning and beliefs and attitude this means that through motivation and perception attitudes are formed and consumers make decisions attitudes serve as the bridge between consumers background characteristics and the consumption that satisfy their needs [10]. Goldsmith and Bridges (2000) They found that consumers who felt that it was easy to buy over the web were more likely to buy implying that confidence leads to greater purchase likelihood a positive relationship between Internet

experiences confidence and amount of shopping is thus found in this in this study. According to Rahman (2000) A factor concerning consumers' willingness to buy online is response time response time is understood to be the time between user input and system input the system response time is not only induced influenced by its hardware such as CPU and transmission rates but also by good design which aims at reducing the necessary amount of data transmission to a minimum on the subjective level long shop response times leads to frustration and boredom and may result in the shopper leaving the site research shows repeatedly that users complain about long waiting things [5].

3. Research Gap

Research gap was to find out if consumer behavior which is dictated by market economics has been positively or negatively impacted by online shopping

4. Objectives

To study the Impact of online shopping in various age and income groups of consumers in Bangalore. To find out the causes for the spurt in online shopping among the masses [6]. How has online shopping affected offline malls retail shops and warehouses. To suggest a few remedial measures to curb online fraud.

5. Data Analysis

Table 1 Impact of Online Shopping on Various Age and Income Groups

S/No	Sampled Areas	Sampled No.	Income	Pre-Teens	Teens	Young Professionals	Middle-Aged Groups	Seniors
1	Shivajinagar	50	20-30K	25%	25%	10%	15%	25%
2	Majestic	50	30-35K	30%	40%	10%	10%	10%
3	Nagarbhavi	50	30-30K	30%	30%	15%	15%	10%
4	Malleswaram	50	35-40K	30%	20%	10%	20%	20%
5	Cox town	50	40-45k	30%	20%	10%	20%	25%
6	Yelahanka	50	30-35K	20%	25%	10%	25%	25%

Table 2 Field survey 2025 April

Sl.No.	Sampled No.	Shivajinagar	Majestic	Nagarbhavi	Malleshwaram	Coxtown	Yelahanka
		1,2,3	All 6	1,2,3,5	1,2,3,4,	All6	All 6
1	50	20%	20%	20%	10%	10%	20%
2	50	30%	30%	10%	10%	10%	10%
3	50	20%	20%	10%	20%	20%	10%
4	50	20%	20%	20%	20%	10%	10%
5	50	20%	20%	20%	10%	20%	10%
6	50	20%	20%	20%	20%	10%	10%

Field Survey 2025 April.

- Availability of personal mobile phones.
- Availability of online shopping stores and personal computers.
- Anonymous shopping in case of purchasing personal wear.
- Door delivery meaning no need of traveling expenses.
- Harsh environment and protection from pollution.
- No need to face harassment in crowded retail stores, no bargaining huge slash in online prices

Gaxes are lesser compared to GST levied in shops.

Online shopping has grown in leaps and bounds post covid -19. These were the findings from the consumer survey where all the 300 respondents accepted that 1,2,3and 4 are most commonly prevalent causes [9]. Cox town and Yelahanka and Majestic sampled respondents were of the opinion that all the six reasons enumerated above are necessary for the reason for online shopping to increase manifold [7]. Table 3 shows Post 2020 Pandemic Online Shopping Was the Go-to Hub for Everything.

Table 3 Post 2020 Pandemic Online Shopping Was the Go-to Hub for Everything

Sl.No.	Sampled No.	Shivajinagar	Majestic	Nagarbhavi	Malleshwaram	Coxtown	Yelahanka
		All four	All four	1,2,4	1,2,4	1,2,4	1,2,3
1	50	20%	20%	20%	20%	10%	10%
2	50	20%	20%	20%	10%	20%	10%
3	50	20%	30%	10%	20%	10%	10%
4	50	20%	30%	10%	20%	10%	10%
5	50	30%	20%	10%	20%	10%	10%
6	50	30%	30%	10%	10%	10%	10%

Field survey 2025 April

- High loss
- Business shutdown (offline)
- No financial Backing from credit institutions.
- Even to this day loss recovery not taken place.

Only Shivajinagar and Majestic samples have accepted all four reasons for fall in offline businesses. Table 2 shows Field survey 2025 April.

5.1 Remedial Measures

- To encourage self-employment.
- To encourage agri-business as a startup
- To represent high prices problem to government, representatives
- To find other measures to curb inflation like recycling and avoid wastage of scarce resources like land water and promote sustainable agriculture, organic farming adoption.
- To report any online fraud to cybercrime center.
- Online shopping affords privacy [8].

5.2 Limitations

Cyber fraud and Ordering one good and getting something else. Table 1 shows Impact of Online Shopping on Various Age and Income Groups.

5.3 Suggestion

Great alertness and care should be exercised when going online shopping due to the presence of phishers as cybercrime is today's reality.

Conclusion

The e-commerce is one of the biggest things that have taken the business by storm it is creating an entirely new economy which has a huge potential and is fundamentally changing the way businesses are done it is believed that electronic commerce will become a huge industry in the coming years and online shopping is now becoming a significant part of the consumer's daily life to meet their never ending requirements in a convenient way online shopping is picking up and is becoming a trend more consumers are indulging into Internet shopping as seen by the research because of the value proposition it offers to a consumer such as convenience 24/7 shopping doorstep delivery a broad product selection and the ever expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the Internet is increasing the main motivating factor seen during the research was the

convenience and customer service which drives the people to online shopping as a result today they are buying on airline and railway tickets books home appliances electronic gadgets movie tickets etc by logging on to our website then driving up to a store as the research suggests that increase in usage of Internet increases the online shopping so there is a need to increase in broadband penetration as it accelerates the growth of online trade a huge buyers and sellers population across demographics are showing online are shopping online because of the changing lifestyles and shopping habits it is seen that despite the immense possibilities available on the Internet it is mainly used for mailing chatting and surfing e-mail applications still constitute the bulk of net traffic in the country. But online shopping is here to stay [12].

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